

Message Text

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ACTION NEA-11

INFO OCT-01 ISO-00 CIAE-00 DODE-00 INR-10 NSAE-00

PA-02 SP-02 CPR-02 PM-05 NSC-05 OPR-02 SS-15

SY-05 A-01 USSS-00 /061 W

-----029631 240555Z /23

R 231335Z JUN 78

FM AMEMBASSY NEW DELHI

TO USICA WASHDC

SECSTATE WASHDC 2401

UNCLAS NEW DELHI 9775

USICA

FOR NEA,PASS PGM/RC,PGM/FW,PGM/FN, PGM/PP,VOA/P,PGM/PM

E.O. 11652: N/A

SUBJECT: DESAI VISIT TO US

FOLLOWING IS A GENERAL WRAP-UP OF USICA INDIA PROGRAMMING AND SUPPORT ACTIVITIES CONNECTED WITH INDIAN PRIME MINISTER'S VISIT TO US.

1. FOR SEVERAL WEEKS LEADING UP TO THE PRIME MINISTER'S DEPARTURE FOR EUROPE AND THE US, POST WORKED WITH GOI IN FACILITATING STATESIDE COVERAGE ARRANGEMENTS. AMONG OTHER EFFORTS WE BRIEFED SENIOR LEVEL OFFICIALS OF ALL INDIA RADIO AND DOORDARSHAN TV ON ICA AND COMMERCIAL RADIO AND TV FACILITIES IN THE US AND THEIR PATTERNS OF COVERAGE; WE PROVIDED FOR GOI'S PRESS REFERENCE BOOK FOR TRAVELING PRESS PARTY CURRENT BACKGROUND INFORMATION ON AMERICAN PERSONALITIES, PLACES AND ORGANIZATIONS THAT WOULD FIGURE IN THE PM'S VISIT; AND WE SERVED AS ONGOING LIAISON ON MEDIA MATTERS WITH MEAN, GOI EMBASSY AND CONSULATES IN THE US AND VARIOUS AGENCY ELEMENTS.

2. IMMEDIATELY BEFORE VISIT WE PROMOTED EXPANDED LISTENERSHIP FOR VOA COVERAGE OF PM'S STATESIDE ACTIVITIES THROUGH ADS IN LEADING ENGLISH, HINDI AND BENGALI LANGUAGE NEWSPAPERS. ALSO THROUGH UNCLASSIFIED

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DIRECT MAIL PROVIDED EACH OF OUR 50,000 PRIMARY AND SECONDARY AUDIENCE MEMBERS WITH A CURRENT COPY OF VOA SCHEDULE.

3. THROUGHOUT MONTH-LONG PERIOD OF THE VISIT, FROM LEAD -IN TO FOLLOW-ON, WE SUPPORTED MAJOR VERNACULAR PAPERS WITH ONGOING NEWS AND FEATURE ARTICLES AND PHOTOS ON PEOPLE,PLACES AND EVENTS FIGURING IN PM'S US PROGRAM. THIS SUPPORT SUPPLEMENTED WIRE

SERVICES REPORTS AND GENERATED MUCH WIDER COVERAGE OF THE VISIT. TO DATE WE HAVE RECORDED 90 PLACEMENTS ON TEN AGENCY-SUPPLIED STORIES. IN THE NEXT FEW DAYS AS FURTHER WORD FROM THE PROVINCES IS RECEIVED WE EXPECT THAT NUMBER TO GROW SUBSTANTIALLY. SOME PLACEMENT IN ENGLISH LANGUAGE PAPERS WAS ALSO RECORDED, BUT THESE PAPERS RELIED HEAVILY UPON THEIR OWN CORRESPONDENTS ACCOMPANYING THE PM'S PARTY AND UPON INDIAN WIRE SERVICES FOR THEIR COPY.

4. DURING SAME PERIOD WE ALSO PROVIDED ONGOING SERVICE TO INDIAN TV AND RAIO. TV SUPPORT INCLUDED DOCUMENTARY FILMS, FILM CLIPS, PHOTOS AND NEWS RELEASES WHICH INDIVIDUAL TV CENTERS DREW UPON IN PRODUCING THEIR DAILY NEWS PROGRAMS AND SPECIAL FEATURES ON THE VISIT. SIMILARLY WE PROVIDED AIR STATIONS WITH OUR OFF AIR RECORDINGS OF VOA HINDI AND ENGLISH BROADCASTS AS WELL AS VOA-SUPPLIED SCENE SETTERS FOR INCLUSION IN AIR'S SPECIAL NEWSREEL PROGRAM.

5. SPAN'S AUGUST ISSUE IS FEATURING PM'S VISIT. USICA DELHI WISHES TO REGISTER ITS GRATEFUL APPRECIATION TO NEA, VOA, PGM AND ALL OTHER ICA ELEMENTS INVOLVED IN BACKSTOPPING OUR ACTIVITIES CONNECTED WITH THE VISIT FOR THEIR TIMELY, ON TARGET AND THOROUGHLY SOLID SUPPORT THROUGHOUT. THESE ACROSS-THE-BOARD EFFORTS, PROVIDING AS THEY DID AN ADDED PERSPECTIVE AND DIMENSION TO THE COVERAGE OF THE VISIT, EFFECTIVELY SERVED BASIC PROGRAM AIMS OUTLINED IN OUR 8229.

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PETERSON

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Message Attributes

Automatic Decaptoning: X
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Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ORGANIZATION & MANAGEMENT, CONTINGENCY PLANNING, MINISTERIAL VISITS
Control Number: n/a
Copy: SINGLE
Draft Date: 23 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
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Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
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Review Action: RELEASED, APPROVED
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Review Event:
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Review Release Date: N/A
Review Release Event: n/a
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SAS ID: 2227326
Secure: OPEN
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TAGS: PINT, PEPR, OVIP, IN, (DESAI, MORARJI)
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Type: TE
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Review Markings:
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